

Brand Audit

Marketing & Advertising

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Audits a brand across positioning, identity, consistency, messaging and presence, and prioritises fixes and opportunities. Use it before a refresh or new engagement. For the rebuild plan use the Rebrand Plan.

Purpose of this tool & output

Assess a brand and find gaps and opportunities

How the output is used

Use it to assess a brand and find gaps and opportunities — a brand audit across perception, consistency and competitiveness.

Important cautions

Based on the inputs provided; a full audit needs asset access.

Companion documents

- Brand Strategy Builder
- Brand Positioning Map
- Brand Messaging Framework
- Brand Name Generator
- Tagline & Slogan Generator
- Brand Guidelines Builder

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.